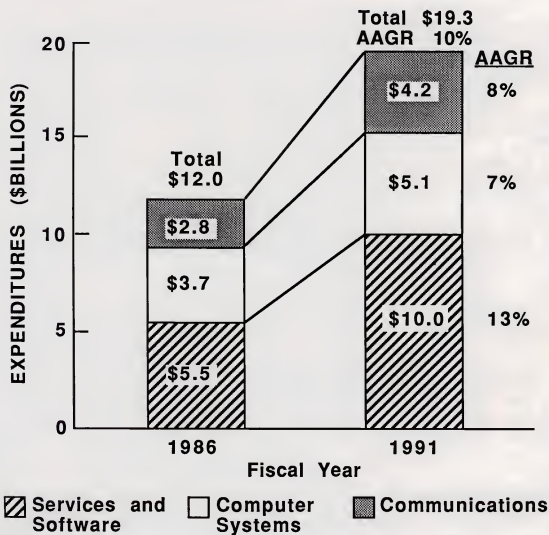


MORE BENEFITS: USE OF OUR LIBRARY

- **Agency A-11 Budget Data**
 - **Agency Long-Range Plans**
 - **FAR, FIRMR and DAR Updates**
 - **Special Agency Reports**
-

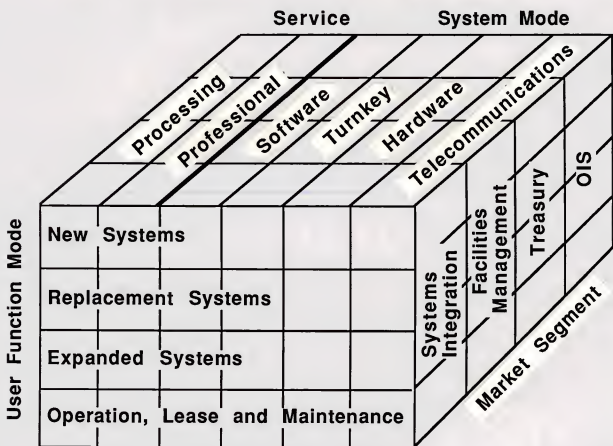


INFORMATION TECHNOLOGY MARKET





FEDERAL MARKET SEGMENTATION



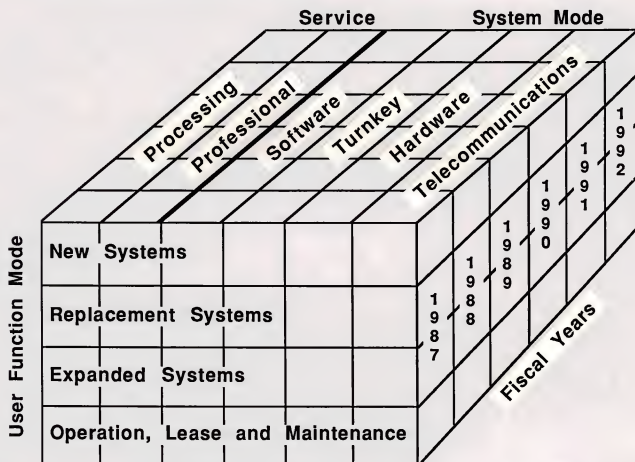


**ANOTHER BENEFIT IS OUR
MARKET ANALYSIS REPORTS**

- **Market Analysis and Forecast**
 - **Federal Requirements and Trends**
 - **Competitive Trends**
 - **Opportunities**
-



FEDERAL MARKET SEGMENTATION





INPUT'S FEDERAL PROGRAM: 1987

- **Procurement Analysis Reports**
 - **Market Analysis Reports**
 - **Hotline**
 - **Library**
 - **Bulletins**
 - **Conferences**
-



INPUT'S COMMERCIAL SERVICES

- **MAPS for Vendors**
 - **ISP for Users**
 - **CAMS for Competitive Users**
 - **CSP for Vendors**
 - **EDIPS for Users**
 - **CSPE for European Vendors**
 - **ISPE for European Users**
 - **Custom For the World**
-



FEDERAL INFORMATION SYSTEMS AND SERVICES PROGRAM (FISSP)

Informed Vendors Tap Federal Market Opportunities

The federal government spends billions of dollars every year on the procurement of information systems and services. And most of those dollars go to the vendors in the federal marketplace - its plans, policies, and regulations - the informed vendor opportunities.

FISSP
Corporate
Brochure
New Orig
10/1

FISSP -- The Information You Need

INPUT's Federal Information Systems and Services Program (FISSP) accurately informs you of major federal procurements and provides a strategic perspective of federal information technology programs to help you win federal business. With the FISSP reports and personalized guidance from INPUT's experienced Washington consultants you will:

- Enhance marketing support.
- Get a head start on the competition.
- Identify qualified prospects.
- Reduce marketing costs.
- Improve return on bidding investment.
- Focus business development efforts.

All this adds up to **more effective marketing** and a **bigger share** of the federal information technology market for you and your company.

Scope of Services

FISSP products and services will support every aspect of your federal marketing program. As a client you will receive:

- **Monthly Procurement Analysis Reports (PAR)** identify and track individual opportunities.
- **Federal Market Analysis Reports** dissect and forecast long-range trends in specific market segments and federal agencies. You will receive six reports per subscription period.
- **Federal Flash** bulletins analyze recent legislative, regulatory, and policy actions. Bulletins will be issued as federal market events warrant.
- **Client Query Service** provides timely answers to your questions about programs, competitors, and contracts. You may ask questions encompassing all aspects of the government information systems and services marketplace.
- **Access to INPUT's Federal Information Center**, housing hundreds of agency planning and procurement documents, saves you valuable in-house project research time and money.
- **Annual FISSP Client Conference** provides a unique forum for discussing federal issues with agency officials and INPUT market experts. This important meeting will be held in Spring, 1987.

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MUSEUM OF MODERN ART
1000 5th Avenue
New York, N.Y. 10028

...Get a Head Start on the Competition

INPUT's PAR and Market Analysis Reports form the foundation of FISSP. Together these comprehensive reports deliver tactical and strategic market intelligence to help your company win federal business.

...Identify Qualified Prospects

Before you can win federal contracts, you need to determine the "real" opportunities. And waiting for release of the Request for Proposal (RFP) doesn't leave you much time to develop marketing strategy.

The PAR identifies opportunities up to five years in advance of RFP release! Starting from agency planning documents, INPUT investigates individual initiatives, determines exactly what the agencies intend to buy, and verifies funding. The PAR is indexed by agency, fiscal year, and system/service mode, so you can select the most appropriate opportunities for your company.

...Reduce Marketing Costs

Screening out programs that are not funded or don't fit your company's strategy reduces the number of false leads your marketing staff pursues -- saving you valuable sales time. The PAR allows you to focus sales efforts on federal opportunities that prove to be most profitable for your firm.

To help you further control the cost of sales, PAR identifies points of contact for pre-sale marketing. Instead of following a winding trail through the bureaucracy, with PAR your marketing staff spends its time talking to the federal officials who really count.

...Improve Return on Bidding Investment

With some federal programs, identifying the program and points of contact isn't quite enough to give you a competitive advantage.

To help you better understand each program and improve your competitive position, the PAR describes specific mission requirements, related programs, and prior contract awards, including incumbent contractors and contract numbers where applicable. Based on interviews with agency officials, the PAR analyses provide additional "inside" information on program acquisition strategy and preferences to improve your chances of winning.

...Focus Business Development Efforts

Success in the federal market depends on finding and winning the current procurements. But to ensure continued success, you need to position your company to meet future agency needs.

As a complement to the PAR, the Market Analysis Reports expand your perspective of federal agencies and market segments with detailed budget forecasts, contracting trend analyses, technology impact assessments, and competitive environment evaluations. Recent FISSP market analyses include Professional Services, Treasury Department, Systems Integration, and Telecommunications.

Get The Most Out Of Federal Marketing

From rapid query response to long-range market analyses, INPUT's FISSP delivers the most program-specific federal market intelligence you can buy -- and at less than the cost of employing one researcher. With INPUT's experience and position as an independent market consultant, you get access to agency information that isn't generally available to potential contractors.

Why not cash-in on federal market opportunities and add INPUT to your federal marketing program? Call your nearest INPUT office today.



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Service Agreement

INPUT's FEDERAL INFORMATION SYSTEMS AND SERVICES PROGRAM (FISSP)

To: INPUT, 1943 Landings Drive, Mountain View, CA 94043-9977

Please enter our subscription to INPUT's Federal Information Systems and Services Program (FISSP) as described on the reverse at the fee of \$25,000.

TERM OF SUBSCRIPTION

The initial term of this subscription will be for 12 consecutive months beginning upon authorization. The subscription will automatically renew for each succeeding year unless INPUT receives written notice sixty (60) days prior to the start of each renewal period. The fees for INPUT services defined in this Agreement and its attachments will be invoiced each year at INPUT fees then in effect, due and payable on or before the start of the program subscription period.

TERMS OF PAYMENT

Payment in full is due within 30 days of invoice date. Please add California sales tax, if applicable as described on reverse.

- () Enclosed is my check in the amount of \$ _____.
- () Bill my company on purchase order number _____ in the amount of \$ _____.

CONDITIONS AGREEMENT

The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT. INPUT exercises its best efforts in preparation of the information provided under this Agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided. INPUT reserves the right to change or modify the content of the program in response to changing client requirements.

Authorized By:

Client Organization

Address

Signature

Name

Title

Telephone

Date

Accepted By:

Signature

Name

Title

Date



Federal Information Systems and Services Program (FISSP)

Program Description

Standard Deliverables

Standard delivery includes two copies of all reports or materials as follows:

- Monthly Procurement Analysis Reports (PARS)
- Six (new or updated) Federal Market Analysis Reports (MARS)
- Services of INPUT consultants based in Washington, D.C.
- Access to INPUT's Federal Information Systems and Services information center
- Inquiry service covering all aspects of the government information systems and services marketplace
- Access to INPUT's data base of information systems and services companies

Additional Services Available

Additional services can be provided. Additional services will be billed separately upon authorization.

- Extra sets of reports at \$500 per set
- Additional site subscriptions (includes reports/materials, conference attendance and inquiry/information center access privileges) at the fee of \$8,300
- Special custom research and consulting; fee negotiated separately

